

THE BLUE MOON

KAC HOME

PUBLICATIONS

VOL. 11 NO. 5

SEPTEMBER/OCTOBER 2004

In This Issue

[Arts Council Partners with Louisville Library](#)

[On the National Front](#)

- [Election Advocacy](#)
- [Arts and Humanities Month](#)
- [Yolantha Harrison-Pace](#)
- [Americans for the Arts Leads Celebration](#)

[Arts Council News](#)

- [Marketing Across Agencies](#)
- [Performing Arts Directory](#)
- [Poet Laureate Nominations](#)
- [Circuit Rider Changes](#)
- [Grants Awarded](#)

[Craft Marketing News](#)

- [Jury Results](#)
- [Product Development News](#)
- [Market Advisory Recommendations](#)

[Arts in Education](#)



The Louisville Free Public Library

Kentucky Arts Council, Louisville Free Public Library to Celebrate National Arts & Humanities Month

The Kentucky Arts Council is very interested in working more closely with the public libraries throughout the Commonwealth as venues for connecting the arts to the public. As a demonstration project, the Kentucky Arts Council is partnering with the Louisville Free Public Library to celebrate National Arts and Humanities Month throughout October 2004. The Louisville Free Public Library will be featuring performing and visual artists from the Kentucky Arts Council's adjudicated programs including the Kentucky Performing Arts Directory, Arts Education Roster of Artists, Visual Arts at the Market and the Kentucky Craft Marketing Program. This partnership is targeted to expand the public awareness and appreciation for the benefits of both the Kentucky Arts Council



*National Arts
and Humanities
Month*

October

- [Professional Development](#)
- [Artists Residencies Available](#)
- [KAAE Update](#)
- [Tips for Parents](#)

■ [Focus on Folklife](#)

- [Latin Folklife](#)
- [Community Scholars](#)
- [SAF Appointment](#)

■ [Resources and Reports](#)

- [NEA Surveys Reading](#)
- [Latinos and Latinas in the South](#)
- [SAF Grant Opportunites](#)

■ [START News Update](#)

■ [Message From the Director](#)

■ [Quotable Quote](#)

■ [Hot Dates](#)

and the Louisville Free Public Library.

Program performances, exhibits, workshops and demonstrations will be scheduled in each of their 17 branch locations all through the month. A complete schedule of events and their locations will be posted on the Louisville Free Public Library's Web site at www.lfpl.org. Metro Louisville's public library serves the general public and has over 250,000 active cardholders. Door counts for all 17 locations run close to 300,000 per month.

The Library has sent out a call to performing, visual and craft artists adjudicated into Kentucky Arts Council and Kentucky Craft Marketing Programs to participate. If you are among this group of artists and would like to demonstrate your art form, give workshops, display your work or perform in October, contact the Arts Council @ the Library Booking Office to discuss availability and your presentation or performance idea. The Library is interested in presentations for children and families, seniors, teens and international newcomers. The contacts are [Norman Morton](#) at 502-574-1845 or [Jim Collings](#) at 502-574-1662. There is also an E-mail Booking Form available at www.lfpl.org/artscouncil.

[Next](#)



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comments, questions and
information to the Blue Moon,
Kentucky Arts Council, Old Capitol
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Frankfort, KY 40601-1980 or call
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Louisville Library](#)

■ [On the National Front](#)

- [Election Advocacy](#)
- [Arts and Humanities
Month](#)
- [Yolantha Harrison-
Pace](#)
- [Americans for the
Arts Leads
Celebration](#)

■ [Arts Council News](#)

- [Marketing Across
Agencies](#)
- [Performing Arts
Directory](#)
- [Poet Laureate
Nominations](#)
- [Circuit Rider
Changes](#)
- [Grants Awarded](#)

■ [Craft Marketing News](#)

- [Jury Results](#)
- [Product
Development News](#)
- [Market Advisory
Recommendations](#)

■ [Arts in Education](#)



Election 2004: Campaigning for Public Arts Support

Ensuring a government committed to support for the arts means electing officials who believe the arts are an important public responsibility. The National Assembly of State Arts Agencies has compiled a list of talking points for arts advocates to begin educating politicians before they take office. This brief guide offers some questions to help advocates define a candidate's position on issues of public arts support. Many nonprofit arts organizations are shy of pursuing advocacy work for fear of breaking federal tax laws. The Internal Revenue Code does prohibit tax-exempt 501 (c) (3) organizations from "participating or intervening" in a political campaign on behalf of a candidate for public office. However, federal tax law permits nonprofit groups to engage in a range of activities, such as taking positions, questionnaires to candidates, informing members of voting records, invitations to candidate to meetings and sharing research. Clarifications of these activities are also included in the two-page document [THE NASAA ADVOCATE: Strategies for Building Arts Support](#).

101 Things to Do to Celebrate the Arts and Humanities in October

- [Professional Development](#)
- [Artists Residencies Available](#)
- [KAAE Update](#)
- [Tips for Parents](#)

■ [Focus on Folklife](#)

- [Latin Folklife](#)
- [Community Scholars](#)
- [SAF Appointment](#)

■ [Resources and Reports](#)

- [NEA Surveys Reading](#)
- [Latinos and Latinas in the South](#)
- [SAF Grant Opportunitites](#)

■ [START News Update](#)

■ [Message From the Director](#)

■ [Quotable Quote](#)

■ [Hot Dates](#)



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The [Kentucky Arts Council](#) joins [Americans for the Arts](#) in encouraging artists, arts supporters, educators, libraries, local governments, chambers of commerce and arts organizations to support National Arts and Humanities Month in October. The following is a list of ideas to help bring a better awareness of the value of the arts and humanities in everyday life.



*National Arts
and Humanities
Month*

October

1. Participate in National Arts and Humanities Month.
2. Hang a banner proclaiming National Arts and Humanities Month.
3. Send a press release to your local paper.
4. Hand out buttons with the National Arts and Humanities Month logo.
5. Write a 10-second radio public service announcement to run each day of the month.
6. Customize your computer screen-saver to remind you that it is National Arts and Humanities Month.
7. Provide fliers for the concierge stations at local hotels.
8. Make a list of area artists willing to perform throughout October and distribute it to schools, libraries, etc.
9. Read a book out loud.
10. Dedicate every art opening during October to National Arts and Humanities Month.
11. Ask local clergy to celebrate the arts and humanities with a sermon or a bell ringing.
12. Invite local musicians to perform "brown bag" lunchtime concerts in your public square.
13. Write an op-ed on the value of arts education to the students in your community.
14. Suggest that teachers engage students in a National Arts and Humanities Month project.
15. Arrange a student art exhibition to be displayed at the school, a local business, the public library, or local government center.
16. Obtain an official proclamation of October as National Arts and Humanities Month from your local elected leaders.
17. Ask your cinema to show an announcement of "October is National Arts and Humanities Month" before each movie.
18. Host an open house at your local arts agency to explain what the arts offer in your community.

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19. Encourage local performers to hold open rehearsals during October.
20. During dinner, have each family member share one creative thing they did that day.
21. Ask local museums to give a "behind-the-scenes" tour of how exhibits are put together.
22. Advertise the "Children-Discount Days" at your local theaters, museums, concerts, or puppet shows.
23. Suggest local businesses showcase an artist to demonstrate or exhibit their work during the month.
24. Hold a dinner for your Board of Directors to celebrate the work your agency does to bring the arts to the community.
25. Work with local detention centers to organize art classes for the inmates.
26. Distribute balloons with the National Arts and Humanities Month logo at public events during the month.
27. Schedule performances at senior centers, hospitals, or nursing homes.
28. Design posters for your local transportation authority to display in buses and subways.
29. Ask your local weather forecaster to mention National Arts and Humanities Month during the weather report.
30. Ask the local airport to hang a banner for National Arts and Humanities Month with a number for information.
31. Put together an October calendar of events to display in a public place, such as Town Hall.
32. Invite artists and arts organizations to march and perform in a parade.
33. Produce a public service announcement for your local radio and/or TV stations.
34. Sponsor a seminar for local arts and government leaders on the importance of public funding for the arts and culture.
35. Create a bumper sticker for National Arts and Humanities Month. If you don't specify a year, it can be used again!
36. Ask your local paper to donate media space during October to publicize National Arts and Humanities Month.
37. Ask community arts leaders to guide tours of their facilities, or. . .
38. . . . develop walking tours of cultural organizations.
39. Donate used books to local schools and libraries and encourage others in the community to do the same.
40. Hold a community sing-a-long every Sunday (or Monday, Tuesday, etc.) during October on the City Hall steps.
41. Notify all local cultural groups that October is National Arts

and Humanities Month; encourage collaborations and partnerships!

42. Recommend that local businesses print October is National Arts and Humanities Month on receipts or automated mailings.

43. Display information in your agency about a different community artist or arts organization every week during the month.

44. Encourage performances in the public square.

45. Make and distribute National Arts and Humanities Month lapel pins.

46. Organize a storytelling session for people of all ages to share personal tales at local bookstores, libraries, or schools.

47. Ask local writers to put together a publication to honor National Arts and Humanities Month

48. . . . and sell it as a memento of cultural life in your community!

49. Hold a benefit auction with local crafts--a great way for the community to see the talent in your area.

50. Hold a one-day arts festival.

51. Take pictures of arts events and local artists throughout October for a community slide show at the end of the month.

52. Ask the local convention and visitors' bureau to include a National Arts and Humanities Month flier in all October mailings.

53. Make sure your city magazine knows October is National Arts and Humanities Month.

54. Invite professional musicians and actors to hold a "Master Class" for students and members of the community.

55. Encourage school field trips to arts events during National Arts and Humanities Month.

56. Ask local reporters and newscasters to report news of local cultural events during National Arts and Humanities Month.

57. Organize a community talent show.

58. Conduct a series of training workshops for local artists on marketing, portfolio development, and publicity.

59. Include the National Arts and Humanities Month logo in your newsletter.

60. Make a self-guided walking tour map of local cultural sites to distribute to local businesses, arts groups and libraries.

61. Go to a matinee performance with your children--or borrow someone else's!

62. Recognize someone in your community who has contributed time or talent to the arts or humanities.

63. Take a class in paper making. . .

64. . . . or painting. . .
65. . . . or modern dance. . .
66. . . . or creative writing!
67. Create a community photo album. Invite local residents to donate old photographs and take new ones throughout the month.
68. Suggest local theatres organize post-performance discussions about their play or playwright once a week.
69. Advertise a cultural event in the personals: "In search of art lover. Meet at [place] and [time] for an evening sure to excite you!"
70. Write a letter to your Member of Congress listing events in the district during the month.
71. Send your Congressional representative an invitation to participate, cut a ribbon, or open an exhibit.
72. Partner with your local government to hang banners along your main street, designed by local artists, celebrating National Arts and Humanities Month.
73. Read the arts section of the newspaper first.
74. Take up a musical instrument--or rekindle your interest in one.
75. Offer to coordinate a panel of speakers to discuss the local cultural scene for your local public television station.
76. Invite a college art, music, dance, or theatre student to spend an hour at the high school talking about their course of study.
77. Alert your newspaper's "Datebook" section that October is National Arts and Humanities Month.
78. E-mail everyone you know and encourage them to participate in the month-long celebration.
79. Provide cab companies with fliers about local cultural activities to distribute to their customers.
80. Encourage arts presenters to add a National Arts and Humanities Month imprint on all tickets during October.
81. Send notes to your donors thanking them for all they do to keep the arts and humanities in your community.
82. Commission a local artist or student to design a poster for National Arts and Humanities Month to post around town.
83. Ask a local coffee house to host a poetry reading.
84. Print bookmarks for distribution at bookstores and libraries during October.
85. Publish a calendar of arts events and post it in restaurants, stores, and schools.
86. Ask local banks to enclose a card about National Arts and

Humanities Month, with the logo, in their October bank statements.

87. Ask galleries to stay open one evening a week during October.

88. Create National Arts and Humanities Month inserts for performance centers to include in programs.

89. Arrange for movie theaters to display "October is National Arts and Humanities Month" on their marquees.

90. Unveil a new project, product, or service during National Arts and Humanities Month.

91. Print up temporary tattoos with the National Arts and Humanities Month logo to distribute at events throughout October.

92. Sponsor a Halloween story event for children. . .

93. . . . and arrange for the local newspaper to print a few of the stories on October 31.

94. Visit a museum.

95. Raffle off a donation of art or literature from someone in the community, with proceeds going to a local art program.

96. Fax this list to all the arts organizations in your community.

97. Organize a local "Battle of the Bands."

98. Include a flier about National Arts and Humanities Month with Sunday paper deliveries during October.

99. Ask the supermarket to print paper bags with the National Arts and Humanities Month logo and list of local cultural organizations.

100. Invite local government officials to every arts event during October.

101. Print napkins with the National Arts and Humanities Month logo to be used during the month.

AND don't forget to tell [Americans for the Arts](#) and the [Kentucky Arts Council](#) about the events and activities you have planned! For more information about National Arts and Humanities Month, please call Americans for the Arts at 202.371.2830 and visit www.AmericansForTheArts.org.

Yolantha Harrison-Pace Honored in Harlem

Kudos go to Danville, Kentucky writer, missionary, arts education artist-in-residence Yolantha Harrison-Pace. Her recently published book, "WING-PLUCKED BUTTERFLY: One woman's war on hate crimes against women and children,"

made it's debut at the 2004 [Harlem Book Fair](#). As a part of this annual event Pace was honored and recognized for her distinguished achievements as one of the first female African American missionaries to Ronquite Haiti and as an advocate against domestic violence. Because of her work with Christian Flights International of providing food and clothing, the digging of water wells and building of Happy Haitian Homes and in addition to her V.O.I.C.E Project (Voices of Influence Creating Encouragement) for survivors of domestic violence, Yolantha Harrison-Pace received the first Disilgold Soul Magazine Worldwide Humanitarian Author of The Year Award from the Younity Reviewers Guild.

Americans for the Arts Leads National Arts and Humanities Month Celebrations in October

Once more we work together to remind all Americans of the value of the arts and arts education and the need for everyone to enjoy lifelong learning in the arts and the humanities. While many of our colleagues find themselves dealing with the tough challenges brought on by our current economic climate, October is still a time to look at the larger picture and acknowledge how far we've come in building our case for support.

In this past year, national and local leaders have frequently cited the statistics gathered in the Americans for the Arts study, *Arts and Economic Prosperity*—\$134 billion generated by the nonprofit arts community in national economic activity and 4.85 million equivalent full-time jobs supported. Those numbers confirm the role of the arts as an economic engine in large and small communities across the country and show that the arts can be part of the solution. Like last year, this summer the U.S. House of Representatives voted to increase fiscal 2004 funding for the National Endowment for the Arts by \$10 million and the National Endowment for the Humanities by \$5 million—a vote that repositions the arts as bipartisan with supporters on both sides of the political aisle and shows promise for the future.

We invite you to go to the [AmericansForTheArts.org website](#) and look at the [National Arts and Humanities Month Tool Kit](#). It includes a logo for your print materials, "Ten Tips for Parents to

Keep the Arts in their Children's Lives," a sample proclamation for your elected officials to recognize the month, a participation questionnaire, and a sample 'Swiss cheese' press release to alert your local media of your agency's involvement in this national celebration honoring the contributions of America's artists, scholars, and cultural organizations.

We hope that you will take this opportunity to use National Arts and Humanities Month to celebrate the arts in your own communities. Our national visibility campaign about the value of arts education—*Art. Ask for More.*—continues, and we hope you can take advantage of the opportunity to place the campaign ads in your local media as well as in your own newsletters and publications.

Please keep the Americans for the Arts informed of your local plans and activities by visiting the [online participate form](#). Thank you for the work you do to celebrate National Arts and Humanities Month and, most especially, for the work you do on behalf of the arts and humanities all year long.

[Back](#) | [Next](#)

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[Arts Council Partners with
Louisville Library](#)

[On the National Front](#)

- [Election Advocacy](#)
- [Arts and Humanities
Month](#)
- [Yolantha Harrison-
Pace](#)
- [Americans for the
Arts Leads
Celebration](#)

[Arts Council News](#)

- [Marketing Across
Agencies](#)
- [Performing Arts
Directory](#)
- [Poet Laureate
Nominations](#)
- [Circuit Rider
Changes](#)
- [Grants Awarded](#)

[Craft Marketing News](#)

- [Jury Results](#)
- [Product
Development News](#)
- [Market Advisory
Recommendations](#)

[Arts in Education](#)

Arts Council News

Arts Council Joins Other Commerce Cabinet Agencies to Develop Cross Marketing Strategies

A special committee made up of representatives from the Artisan Center, Arts Council, Craft Marketing Program, Department of Parks, Department of Tourism, Fish and Wildlife, Historical Society, Horse Park and Welcome Centers have been investigating ways to market Kentucky products and agency services across agencies and in state-operated gift shops.

Kentuckians and visitors to Kentucky can look forward to a few changes in the coming months that will create a greater awareness of all the wonderful assets we have in Kentucky. Agencies are currently developing rack cards to promote their market share of tourism, whether it is arts and cultural events, shopping for crafts, accommodations at state parks or visiting historical sites and museums. The rack cards will be distributed to all Welcome Centers including the Capitol Information Desk, State Parks, the Kentucky Artisan Center at Berea, the Kentucky Horse Park the History Center and the Salato Wildlife Education Center.

Plans are also underway to have computerized kiosks at all nine Welcome Centers in Kentucky offering up-to-date travel and traffic info, current events in Kentucky and information about State Parks. The possibility of linking [Kentucky Department of Tourism Calendar of Events and Interest Finder](#) to the kiosks is also being explored. Although selling at Welcome Centers is prohibited, a display of Kentucky products and information is allowable. The Craft Marketing Program has developed a prototype to display items from the Kentucky Collection, "a gift shop to go," which can be rotated around from Welcome Center to Welcome Center. Other agency gift shops may follow suit, to

- [Professional Development](#)
- [Artists Residencies Available](#)
- [KAAE Update](#)
- [Tips for Parents](#)

■ [Focus on Folklife](#)

- [Latin Folklife](#)
- [Community Scholars](#)
- [SAF Appointment](#)

■ [Resources and Reports](#)

- [NEA Surveys Reading](#)
- [Latinos and Latinas in the South](#)
- [SAF Grant Opportunities](#)

■ [START News Update](#)

■ [Message From the Director](#)

■ [Quotable Quote](#)

■ [Hot Dates](#)

keep displays fresh and market opportunities for travelers to "Buy Kentucky!"

New highlights at Kentucky State Resort Parks and selected historical sites will include [The Kentucky Collection](#) sections of merchandise in the gift shop, supported by signage, advertising and marketing. Restaurants at the State Parks will feature music by Kentucky recording artists and display of work available for sale by Kentucky artists and craftspeople.

As this committee continues to work, new ideas and new synergies will develop between the different agencies in the Commerce Cabinet. While the steps taken so far may seem small, they are the beginning of tremendous opportunities for growth in the marketing of Kentucky's cultural products.

Kentucky Performing Arts Directory Adds Twelve to Its Roster

Musicians of every stripe, from Americana to Bluegrass, Chamber Music and Opera, Celtic, Country and Rock are represented in the new additions to the Kentucky Arts Council's Performing Arts Directory. Add storytellers and puppeteers to the mix and you have a full complement of artistic disciplines available for any performance venue.

The [Kentucky Performing Arts Directory](#) promotes, showcases and provides professional development opportunities to Kentucky performing artists selected on the basis of artistic excellence, performance experience and marketing capacity. The artists selected in 2004 bring the total to 80 performing artists, groups or ensembles included in the directory, many of whom will be showcasing their work at [Kentucky on Stage](#), September 2, 2004 at the Kentucky Center in Louisville.

New Additions to the Kentucky Performing Arts Directory



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[The Betweeners](#) are an acoustic band from Kentucky playing a unique hybrid of American roots music. Their instrumentation and soulful delivery seduce the listener while offering intelligent lyrics and tasty arrangements. The Betweeners' debut album has been compared to the efforts of legendary acts such as The Band, Fairport Convention, and Old and In the Way.



The Betweeners

Singer/songwriter [Carla Van Hoose](#) creates a joyful presence playing Americana music. Her performance entertains, humors and warms your heart, telling stories in song about life, characters, love and losses. There is a blend of folk, blues, bluegrass and a little old rock and roll. Audiences relate to the tales of life's human condition in the old favorites and new selections.



Carla Van Hoose

The [Ceruti Chamber Players](#) are widely recognized for their programs incorporating both great chamber music of past eras and compositions of living composers. The critically acclaimed ensemble has performed several times at the Piccolo Spoleto Festival in Charleston, South Carolina, and was one of two United States ensembles selected to participate in the First Osaka (Japan) International Chamber Music Festa. The Ceruti Chamber Players regularly present concerts in varying formats of ensemble, duo, or solo performances, as well as master classes on contemporary chamber music.



Ceruti Chamber Players

The [Hog Operation](#) is an ensemble that is steeped in Kentucky's rich music tradition. This group gives high-energy performances created by the cross-pollination of many American roots music styles including Blues, Bluegrass, Celtic, Country and Rock. Hog Operation plays a style of supercharged Bluegrass music using traditional instrumentation - guitar, banjo, bass, fiddle and mandolin that accompany smooth harmony vocals. The players are Steve Cooley, John Hawkins, Larry Raley, and Mike Schroeder. This Louisville-based band has released two CDs, *New Litter* featuring all original music and *Nice Ham Bites* covering a variety of Bluegrass and Country standards.



Hog Operation

[John Christopher Knight and Family](#) live in rural Kentucky without electricity, farming organically with horses and training Border Collies. Having never pursued a music career, his incredible story began when overheard playing while camping at a Border collie event. He charted 44 on the AMA Airplay Charts two spots shy of the Dixie Chicks and 7th on Roots Music Folk Chart, charting 27 weeks. Recently featured on PBS, radio, and newspapers around the country and nationally on CNN and The Today Show, Knight performs original, predominately acoustic music, bridging genre and age barriers, with powerful lyrics about life. In performances, he is joined by several of his 9 children, exchanging instruments freely -- his 12-year-old plays six. "MUCH more than music," Knight's show is a unique cultural experience.



*John
Christopher
Knight
and Family*

[Olivia Duval](#) has been praised for her beautiful voice and commanding stage presence by audiences and critics alike. She performs in opera, oratorio and recital, and has appeared with the San Francisco Opera Orchestra, Louisville Orchestra, Kentucky Opera Association, Merola Opera, and the Louisville Choral Arts Society. Duval offers a standard recital format, which may include spirituals, African-American art songs, Russian folk songs, concert arias, or arias from selected operas. Pre-concert lectures and program notes can be furnished for educational purposes.



Olivia Duval

[The Onion Traders](#) is a trio of musicians specializing in instrumental Celtic, Appalachian and Old-Time music. Their instruments include the hammered dulcimer, fiddle, banjo and acoustic guitar.



The Onion Traders

Kyle Meadows' beautiful and elaborate arrangements on the dulcimer are a focal point of the group's sound. Jack Bunch, whose musical roots reach back to the late 1800s, provides melody and harmony with his soulful fiddle and percussive clawhammer banjo. The strong and adept guitar playing of Brian Gilbert (a full-time blacksmith offstage) adds rhythm and bass for the trio.

Randy Wilson is a native of the mountains of eastern Kentucky and continues the storytelling and music traditions of this culturally rich region. Grandson of one of the last frontier families, Wilson brings those values alive in song, story and dance. His performances often take him out of the region and he has performed extensively in music and storytelling festivals such as the Great American Dulcimer Festival, The University of Rome in Italy, Kentucky Folklife Festival, as well as the Smithsonian Appalachian Festival on the mall in Washington, DC.



Randy Wilson

Instruments used range from the Celtic drum, penny whistle and concertina to the mountain style banjo, guitar, dulcimer and autoharp. As the late James Still pointed out, it's "hard nowadays to find a genuine Appalachian singer of superior talent untouched, untainted, and unspoiled by media, stage and screen. Randy Wilson is the one."

Since 1977, the [Reel World String Band](#) from Lexington, Kentucky, has toured and performed.

Whether it's a house concert or a performance at NYC's Lincoln Center, Reel World enjoys sharing their own blend of American roots-based music. The five members Karen Jones (fiddle), Sue Massek (banjo), Bev Futrell

(guitar/harmonica), Sharon Ruble (bass), and Elise Melrood (piano),

share a love for Appalachian traditional music, tight harmony singing and honky-tonk blues. They fire up audiences with fiddle tunes and spice their performances with humor and grit. Reel World finds their place in the rich musical heritage of Kentucky.



Reel World String Band

Guitarist [Richard Goering](#) was first moved to play the guitar after seeing the Beatles' performances on the Ed Sullivan Show. Two years later, after watching films of Andres Segovia masterclasses in Santiago de Compostela, he began to study classical guitar. His programs include explorations of the eclectic music of our century - classical, Latin, jazz, and popular - prompting one critic to write that "the guitar is for our time but it is also for all time."



*Richard
Goering*

Because now is the time to be a guitarist, his programs feature his arrangements and improvisations on the music of Duke Ellington, Luis Bonfa, the Beatles, and Eric Clapton with "rhythmic verve."

Based in southeast Kentucky, [Southern Horizon](#) blends rich vocal talents and acoustic instrumental artistry to deliver the finest in Bluegrass/Southern Gospel music. "The band has a fresh and exuberant sound and really made these sacred tunes come alive," says Dave Higgs with Bluegrass Breakdown of Nashville Public



Southern Horizon

Radio. Group members include Greg Combs, sisters Robin Barrett and Jennifer Nantz, Brian Davidson, and Kyle Perkins. Church events, bluegrass festivals, and other community events that embrace spirited, high energy, bluegrass gospel music has led the group to perform throughout southeastern Kentucky. If you love the sound of the banjo, mandolin, guitar and acoustic bass, blended with great harmony, you will certainly enjoy Southern Horizon.

[Squallis Puppeteers](#) is a community based non-profit organization dedicated to expanding puppetry by performing innovative theater, exploring original puppet design, and forging creative collaborations. Through a combination of sculpting, painting, sewing, recycling and experimentation, puppet characters are created for one-of-a-kind performances that include original music, dance, video and drama.



Squallis Puppeteers

Performances and workshops are relevant to adult and child audiences and have included outdoor parades, small hand puppet shows and puppet theater pieces. Squallis Puppeteers have been designing and performing with large and small puppets since 1997.

Nominations for Kentucky Poet Laureate Accepted until September 30

Just a reminder that the Kentucky Arts council is currently accepting nominations for the Kentucky Poet Laureate, who will serve for a two-year term in 2005 and 2006. The position of Kentucky Poet Laureate, established by the General Assembly in 1991, is one of the highest honors obtainable by a Kentucky writer. The purpose of the gubernatorial appointment is to honor outstanding Kentucky writers and to promote participation in the literary arts throughout the state. During the two-year term, the poet laureate travels the state and beyond, sharing her or his creativity and knowledge with others.

The current Kentucky Poet Laureate is Joe Survant. Past Kentucky Poets Laureate include James Baker Hall, Richard Taylor, Joy Bale Boone, James Still and Jim Wayne Miller, among others.

The Kentucky Poet Laureate receives a \$5,000 honorarium to cover travel expenses during the two-year term. Eligible nominees must be a resident of Kentucky, with a long

association with the Commonwealth and be a writer of any of the recognized literary forms, including poetry, fiction, biographical work, creative non-fiction, playwriting, etc. Specific guidelines and nomination forms are available [here](#) or by mail on request. For more information on the Kentucky Poet Laureate Program, please contact Daniel J. Strauss, Arts Program Branch Manager, at 888/833-2787, ext. 4804, or dan.strauss@ky.gov.

Circuit Rider Changes

For the last six years the Circuit Riders, Kentucky Arts Council's representatives to the field, have been a wonderful service for Kentucky's communities and the Arts Council. Unfortunately, due to budget constraints, the Arts Council has had to reevaluate the current program and is in the process of reorganizing.

Although there will be many changes after August 31, there is still a commitment on the part of the Arts Council to have field representatives in some capacity. Depending on available funds there will be two or three regions instead of the current five. Careful thought is being given to how this program can be restructured to continue effective and efficient delivery of services to every region of the state. The restructuring will give the Arts Council an opportunity to have a more focused approach to providing technical assistance to underserved areas in each region.

The Arts Council hopes to continue strong relationships with our current Circuit Riders, Mary Jackson-Haugen (Purchase Area/Western), Suzanne Adams (Central/NorthCentral), Pat Ritter (South/South Central) and Judy Sizemore (East). Whether they continue to serve in the capacity of circuit rider or not, all four of these individuals are a great asset to the promotion and stability of the arts in Kentucky. Their work with this program has been invaluable to the Kentucky Arts Council and the communities that they have touched. Countless hours of networking, consulting and assistance have been spent with constituents in every part of this state. Their work and knowledge has been greatly appreciated and will be missed.

We will send out notices to the field once the restructuring has taken place to advise constituents of the new regions and

contact information for each newly assigned Circuit Rider. In the interim, please direct questions or request for assistance to Community Arts Program Director [Amber Luallen](#) at 888-833-2787 ext. 4809.

Summer 2004 Grant Awards

FY05 Individual Artists Professional Development Grants (bi-annual)

COUNTY	NAME	AMOUNT
ADAIR	Henrietta Scott	328
BARREN	Colin Grant-Adams	500
CALLOWAY	Constance Alexander Davis	500
CALLOWAY	Stephanie Rea	500
ELLIOTT	Ann Olson	500
FAYETTE	Jennifer McLamb	500
JEFFERSON	Stephen Couch	500
JEFFERSON	Carolyn Courtney	500
JEFFERSON	Ryan Daly	500
JEFFERSON	Sarah Lyon	500
JEFFERSON	Fernando Moya	500
LEWIS	Judy Geagley	500
MADISON	Debra Hille	500
MADISON	Young Smith	500
MASON	Carla Gover	500
ROWAN	David Bartlett	481
TOTAL		\$7,809

[Back](#) | [Next](#)

THE BLUE MOON

KAC HOME

PUBLICATIONS

VOL. 11 NO. 5

SEPTEMBER/OCTOBER 2004

In This Issue

[Arts Council Partners with
Louisville Library](#)

■ [On the National Front](#)

- [Election Advocacy](#)
- [Arts and Humanities
Month](#)
- [Yolantha Harrison-
Pace](#)
- [Americans for the
Arts Leads
Celebration](#)

■ [Arts Council News](#)

- [Marketing Across
Agencies](#)
- [Performing Arts
Directory](#)
- [Poet Laureate
Nominations](#)
- [Circuit Rider
Changes](#)
- [Grants Awarded](#)

■ [Craft Marketing News](#)

- [Jury Results](#)
- [Product
Development News](#)
- [Market Advisory
Recommendations](#)

■ [Arts in Education](#)



The Craft Marketing Program is developing a new service for retailers to access Kentucky products. See Product Development News below.



New Craftspeople Juried into Craft Marketing Program For 2004

The Kentucky Craft Marketing Program (KCMP) recently accepted 39 new craft businesses for participation in the Program at its annual jury session. An additional 11 craftspeople are expected to be included, after successful completion of the Program's jury mentoring program, making a total of 50 newly juried participants in the Program. Of the accepted entries, there were two ceramic artists, six fiber artists, one leather artist, eight metal artists, six mixed media artists, four natural/organic artists, and eleven wood artists.

A panel of in-state and out-of-state craft professionals served as jurors for the 2004 session. Out-of-state jurors included: Hal

- [Professional Development](#)
- [Artists Residencies Available](#)
- [KAAE Update](#)
- [Tips for Parents](#)

■ [Focus on Folklife](#)

- [Latin Folklife](#)
- [Community Scholars](#)
- [SAF Appointment](#)

■ [Resources and Reports](#)

- [NEA Surveys Reading](#)
- [Latinos and Latinas in the South](#)
- [SAF Grant Opportunities](#)

■ [START News Update](#)

■ [Message From the Director](#)

■ [Quotable Quote](#)

■ [Hot Dates](#)

Stevens, Hal Stevens & Associates, Columbus, Ohio a national trade show organizer and Carole Summers, Handmade in America, Asheville, North Carolina. In-state jurors included: Tim Glotzbach, Founding Director/Dean, Kentucky School of Craft, Hindman; Victoria Faoro, Executive Director/Buyer, Kentucky Artisans Center at Berea; and Kathy West, Promenade Gallery, Berea, Kentucky.



Hal Stevens



Carole Summers



Tim Glotzbach



Victoria Faoro



Kathy West



Harriet Giles



Eligible entries were scored by jurors in the areas of design, technique, and originality (or authenticity for traditional crafts). Staff of the Kentucky Folklife Program provided expertise in terms of authenticity of traditional and folk crafts. Applicants whose score fell within a few points of the qualifying score are paired with a juried participant mentor who will assist the applicant in understanding how to bring his/her work to the

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E-mail: kyarts@ky.gov

[For other Kentucky Government sites visit:](#)



standards required by the CMP. After successfully completing the mentoring program, these applicants can be accepted into the Program and granted all the benefits of a Kentucky Craft Marketing Program Juried Participant without having to wait an additional year to have their work re-evaluated.

"We are extremely pleased with the success of the mentoring program now in it's third year. It represents an effort toward greater flexibility in how programs are structured in order to better serve our artisan business needs," says Fran Redmon, Craft Marketing Program director.

Newly juried participants, Gina and Mark Eubank said, "We are really excited to be apart of the Craft Marketing Program. We see the program as an important tool to further our businesses. We hope to tap into professional advice and direction with the program."

Juried members will have an opportunity to participate in wholesale and retail venues, such as the New York International Gift Fair; Kentucky Crafted: The Market; The Governor's Derby Day Celebration; The Kentucky Collection; and other statewide initiatives. Participants also may use the "Kentucky Crafted" logo and receive technical assistance for their business and craft. Congratulations to all of the new members!

(New Juried Participants Listing By County)

Bath County

Lanette Freitag
Kentucky Wool
Society, LLC
Sharpsburg, KY

Boone County

Jeanette Landenwitch
JML Creations
Hebron, KY

Bullitt County

Jessamine County

James Jones
Forge On Metalworks, LLC
Nicholasville, KY

Lincoln County

James Reynolds
Cedar Ridge Furniture
Crab Orchard, KY

Logan County

Morris Critchlow

Angela M. Arnett
Blue Moon Art
Shepherdsville, KY

Madonna Cash
Madonna G Cash
Shepherdsville, KY

Fayette County

Dan Barnes
Barnes Upholstery and
Stained Glass Design
Lexington, KY

Franklin County

Jennifer Zingg
Designs by Jennifer Zingg
Frankfort, KY

Garrard County

Joyce Marshall
Designs by J
Lancaster, KY

Jefferson County

Lisa Austin
Lisa Austin
Louisville, KY

Dave Barker
Dave Barker
Louisville, KY

Carol Bean
18th Century Connection
Louisville, KY

Jo Ann Brennan
Phoenix Designs LLC

The Box Joint
Auburn, KY

Madison County

John Leeds
Leeds Fine Jewelry
Richmond, KY

Marshall County

Gary Petway
New Hope Shaker Shop
Calvert City, KY

McCracken County

Philip Phillips
Dixie Leather Works
Paducah, KY

McCreary County

Norma Walters
Bending Willow
Pine Knot, KY

Mercer County

Mary Harter Alexander
Pieceful Hands Studio
Harrodsburg, KY

Nelson County

Matthew Lee Gaddie
The Meadows
Bardstown, KY

Oldham County

Gregory Streif, Sr.
Memories Re-Turned

Louisville, KY

Crestwood, KY

Lonnie Joe & Bobby Gayle Combs

Wooden Crafts
Fisherville, KY

Pulaski County

Gina Eubank

Gina's Bee Lick Botanicals
Eubank, KY

Tomy Lee

Leecreate Studios, LLC
Louisville, KY

Mark Eubank

Mark Eubank Dulcimers
Eubank, KY

Natalie McCluggage

HardWear Studio
Louisville, KY

Scott County

Cecilia Ridge

Blue Heron Farm
Fisherville, KY

Jamie Donaldson

Jamie Donaldson Woodturner
Georgetown, KY

Shelby County

Judy Riendeau

The Hungry Potter
Prospect, KY

Jeanine Moneypenny

Moss Hill LLC
Shelbyville, KY

Heidi Sanner

Candle Bee Farm, LLC
Fisherville, KY

Warren County

Dinah Smiley

Through Dinah's Eyes
Louisville, KY

Martin Hulsey

Jennings Creek Tin Shoppe
Bowling Green, KY

Product Development News From Kentucky Craft Marketing Program

Wholesale Showroom in Berea

In partnership with the Kentucky Artisan Center at Berea, the Craft Marketing Program is developing a new service for retailers to access Kentucky products. The retail space of the Artisan Center will also function as a wholesale showroom for retailers! This effort has developed as a result of research and work documented by the Craft Marketing Program through the

Kentucky Collection. This pilot project has spanned the last three years, and now provides a unique opportunity for select Kentucky retailers to purchase quality, medium-priced Kentucky crafts, visual arts, food, music, videos, and books. Products selected for The Kentucky Collection are presented for sale in customized displays with signage and marketing support for the retailers. Eleven in-state retailers were initially selected to test market the Collection, which continues to give Craft Marketing Program staff hands-on experience in working with stores and understanding their owner's and manager's needs. Currently, nine stores are participating in the Kentucky Collection program. The Artisan Center showroom will provide a year-round opportunity for all retailers to place wholesale orders and shop at their convenience, thus expanding existing retailer services to those coordinated by Vallorie Henderson, buyers' services coordinator for the Craft Marketing Program.

Kentucky Collection to Expand to More State Park Gift Shops

Through cooperative efforts with the Kentucky Department of Parks, the Kentucky will be expanded to include additional state park gift shops. The Kentucky Collection is currently in Lake Barkley, Barren River, Kentucky Dam Village, Lake Cumberland, and Natural Bridge State Resort Parks. The shops to be phased in over the next several months include: My Old Kentucky Home, Cumberland Falls Resort Park, Constitution Square Historic Site and Rough River Resort Park.



While budget reductions will not permit the Craft Marketing Program to provide customized merchandising units to the parks, the Craft Marketing Program staff and State Park gift shop staff will work together to place Kentucky Collection merchandise together in an area supported by signage, advertising and marketing.

For more information about the Kentucky Collection, contact [Nancy Atcher](#), at 1-888-KY-CRAFT ext. 4816 or for Buyers' Services, [Vallorie Henderson](#), at 1-888-KY-CRAFT ext. 4811.

Market Advisory Committee Suggests Changes for 2005 Kentucky Crafted: The Market

During the May 18th, 2004 Market Advisory Committee meeting, changes were discussed to enhance The Market 2005 and all members agreed that having a "collectors preview " for special retail (public) customers on Friday evening could be very productive. The "collectors preview" will replace the awards dinner. Exhibitors will remain in their booths for Friday evening from 5:00 - 8:00 p.m. and the Market will stay open for buyers, special guests, and "special" top retail customers/collectors. A list of these retail customers will be collected from each

exhibitor and the Craft Marketing Program will send out special invitations prior to the Market. Retail (public) customers will still have to pay to attend, however, they will be able to shop on Friday evening prior to the regular public days. A reception will be ongoing with drink and food areas located inside the exhibit hall so all can enjoy. Booth and retailer awards will still be presented sometime during the preview party. Detailed information will be included in the Exhibitor Manual for the upcoming 2005 Market.



The committee also agreed that having the out-of-state guest exhibitors would continue. They agreed that it is an asset to the show and keeps the Market fresh with new exhibitors. Although Craft Marketing Program maintains a waiting list, due to cancellations, all Kentucky exhibitors on the list have been able to participate.

The Craft Marketing Program is working with the state of Montana for a one-time participation in the upcoming 2005 Market as part of their efforts to develop a new program modeled after the Craft Marketing Program. This participation will help educate Montana's artists with exhibiting in a wholesale/retail show for the first time. The committee liked the idea of the diversity of the exhibitors and felt that it was more on

a national level for education, especially when looking at the Kentucky School of Craft and the excellent training opportunities. Also, there may be some opportunities for the Craft Marketing Program for funding for possible exhibitor exchanges.

The Craft Marketing Program would like to thank Jack and Linda Fifield, Rich Kolb, Jamie Brumm, Mark Payton, Elsie Kay Harris, and Bart Anderson for their time and commitment serving on the Advisory Committee for the past three years. They have been a part of the committee working together to make the Market the best it can be.

New members are being contacted and will be announced in a future publication.

The Market Advisory Committee was formed in 1994 to act as a liaison between Market exhibitors and the Craft Marketing Program. All exhibitors concerns regarding the Market may be given to any member of the Committee, as well as staff of the Craft Marketing Program.

[Back](#) | [Next](#)

THE BLUE MOON

KAC HOME

PUBLICATIONS

VOL. 11 NO. 5

SEPTEMBER/OCTOBER 2004

In This Issue

[Arts Council Partners with
Louisville Library](#)

■ [On the National Front](#)

- [Election Advocacy](#)
- [Arts and Humanities
Month](#)
- [Yolantha Harrison-
Pace](#)
- [Americans for the
Arts Leads
Celebration](#)

■ [Arts Council News](#)

- [Marketing Across
Agencies](#)
- [Performing Arts
Directory](#)
- [Poet Laureate
Nominations](#)
- [Circuit Rider
Changes](#)
- [Grants Awarded](#)

■ [Craft Marketing News](#)

- [Jury Results](#)
- [Product
Development News](#)
- [Market Advisory
Recommendations](#)

■ [Arts in Education](#)



Teachers Cynthia Sullivan and Dinah Houston delighted the audience with a musical performance of their own.

ARTS IN EDUCATION

Kentucky Teachers Declare Arts Council's 'Design Your Own Professional Development' a Huge Success

The Kentucky Arts Council's first foray into offering summer professional development for teachers "sold out" less than three weeks after registration information was made available. The Kentucky Leadership Center, near Jabez, where the two-day cross-cultural, cross-artistic discipline professional development was offered, was filled to capacity with the 90 teachers who enrolled and the artists who were offering the different workshops. Even after registration was closed, the phone requests kept coming in.

- [Professional Development](#)
- [Artists Residencies Available](#)
- [KAAE Update](#)
- [Tips for Parents](#)
- [Focus on Folklife](#)
 - [Latin Folklife](#)
 - [Community Scholars](#)
 - [SAF Appointment](#)
- [Resources and Reports](#)
 - [NEA Surveys Reading](#)
 - [Latinos and Latinas in the South](#)
 - [SAF Grant Opportunites](#)
- [START News Update](#)
- [Message From the Director](#)
- [Quotable Quote](#)
- [Hot Dates](#)

Design Your Own Professional Development was designed to meet teachers needs and choices in selecting cross-cultural and/or cross-disciplinary sessions in the arts that addressed Kentucky's Core Content for the Arts and Humanities curriculum. The participants included arts specialists, social studies teachers, language arts teachers, arts and humanities teachers, classroom generalists, special education teachers, library media specialists, parent coordinators, artists and Family Resource Center directors. Participants selected disciplines or cultures from a smorgasbord of sessions to design their own professional development experience. For example, if one wanted to focus on visual art they could take four sessions from different cultures - West African Adinka, Near Eastern and Renaissance painting, Latin American Weaving and Native American Art. If they were interested in focusing on a particular culture they might have taken Latin American Mural Painting, Latin and Spanish Dance, Latin American Weaving and World Rhythms. Several chose simply to mix and match. Each session included a writing activity and discussion of the relevant Core Content and Open Response questions. Those who attended for the full two days received certificates for 15 hours of professional development.



Collage form "Design Your Own Professional Development"



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Participants attended morning and afternoon sessions on Monday and Tuesday, plus evening "Java Huts" (coffee houses) showcasing artists who are available to work in school residencies through the Arts Council's arts education grant programs. Cynthia Sullivan and Dinah Houston, teachers from Ashland's Summit Elementary School delighted the audience with a musical performance of their own on Monday night. After that evening's Java Hut, Arts Education Program Director John Benjamin provided a bonfire and marshmallows for roasting. Thanks to not-so-subtle hints from some of those in attendance, the necessary ingredients for smores will be provided next year.

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[For other Kentucky Government sites visit:](#)



Overall, the evaluations were overwhelmingly positive. On a scale of 1 (Dismal) to 5 (Excellent) the overall average for the entire conference was 4.38. Some comments:

"Each class that I took related to different cultures that we emphasize on the CATS test."

"I would recommend this as one of the best PD's I've attended in the last few years. This builds on the academies and allows the opportunity to experience other presenters."

"This has been an excellent learning experience, one with fun and variety, presented by very competent individuals."

"Plans are already underway to offer similar opportunities next summer," says Arts Education Program Director [John Benjamin](#). "After we incorporate the suggestions from this year's attendees, the 2005 version will be truly awesome!"

Intent to Apply Forms for Teacher Initiated Program Grants Due by September 15

The Kentucky Arts Council is now accepting applications for the Teacher Initiated Program, which assists schools in bringing professional artists into the classroom for one to four week residencies in the spring of 2005. During these planned residencies artists demonstrate their art forms and provide students and teachers repeated opportunities to learn about and experience the making of art. Artists collaborate with teachers to design and implement innovative programs and provide teachers with the tools to continue to utilize the arts after the residency is completed.

Teacher Initiated Program grant [Guidelines and Instructions](#) are now available online at the Arts Council Web site. Before applying, an [Intent to Apply form](#) is required and due by September 15, 2004. [Applications](#) are due October 15, 2004. For more information about the Teacher Initiated Program and other arts education grants and services provided by the Kentucky Arts Council, contact [John S. Benjamin](#), Arts Education Program Director, at 1- 888-833-2787, ext. 4813.

The Kentucky Alliance for Arts Education Announces 2004-2005 Executive Committee

Assuming leadership roles for [Kentucky Alliance for Arts Education](#) (KAAE), are Vicki Madison as Chair (Marshall County), Antoinette Crawford-Willis as Vice-Chair (Jefferson County), and Ann M. French as Secretary (Logan County). KAAE is a non-profit statewide membership organization, whose mission is to ensure that all Kentucky students receive quality K-12 education in dance, drama, music and arts education.

Vicki Madison, a music educator at Murray State University and at Sharpe Elementary School in Marshall County, says, "KAAE is working diligently to provide experiences fostering arts programs within the educational network and we continue to extend opportunities to develop support for educational tasks within the classrooms of our Commonwealth. We wish to serve not only those with direct involvement in the arts, but also those who deem the arts worthy of inclusion in the education of our children. Musicians, actors, writers, dancers, visual artists and creative business leaders of the future sit in our classrooms today. Ah Madison, who has served on the KAAE board for six years, is the official representative of the Kentucky Music Educators Association to KAAE.

Antoinette Crawford-Willis is a former arts specialist with the Henry County School system who is in her second year on the KAAE board. Crawford-Willis is the founder of Dance!Kentucky, a statewide dance organization, and serves as their representative to KAAE.

Ann M. French is a visual arts educator who has recently retired as Supervisor of Special Programs with Logan County schools and currently works with KDE as a District Support Facilitator. French is in her fifth year on the board of KAAE.

KAAE is a member of the Kennedy Center Alliance for Arts Education Network, a program of the Education Department of the John F. Kennedy Center for the Performing Arts, and receives partial funding from the Kentucky Arts Council.

Ten Tips for Parents to Keep the Arts in their

Children's Lives

Courtesy of Americans for the Arts

How children learn and the role that the arts can play in that process has been studied for a number of years. The results increasingly conclude that study and participation in the arts not only produces knowledge of and proficiency in an art form, but also affects the process of learning itself. The results show that the arts are cognitive--they embody and develop knowledge and mental skills-habits of mind, risk-taking, focus, and self-discipline. The following suggestions are designed to help parents keep the arts in their children's lives--at home, in school, and in the community.

At home

1. Start sharing your interest in the arts at an early age. Listen to music in your home and go to live performances. Experience theater, dance, and literary events together. Take your children to art exhibits. Make it a part of family outings. Professional theaters, libraries, symphony orchestras, and museums often have programs especially for children--and at reduced ticket prices. Libraries are great local resources of art books, CDs, films, and music.
2. Keep a journal of your next vacation, or even of short outings, such as a trip to the zoo, a walk in the park, or a special birthday. Collect memorabilia, like tickets, flowers, shells, or pictures. Write a description of the event and paste the mementos in a spiral notebook or journal. For very young kids, take dictation of their words or make oral recordings to encourage their ideas and make connections with other experiences.
3. Keep a variety of art materials available to your children--crayons, colored paper, newsprint, paints, colored pencils, and pastels. Encourage your kids to use them. Get a large box--the best are from furniture movers--and let your children create their own imaginary environment. Give them a disposable camera to document a trip to school or the grocery store, dinnertime, or playing with friends so they start becoming more aware of their surroundings.

4. Choose a popular work of art, like Vincent Van Gogh's *Starry Night*. Talk about the painting and how night skies look. Recreate your own *Starry Night*. Think about how *Starry Night* would sound? How would it look as a dance? Could it be a Halloween costume?

At school

5. Educate yourself about the number and variety of arts education programs offered at your child's school. Is there an arts credit requirement to graduate from high school? Are there achievement standards for the arts in your schools? Is there an expectation that every student will participate in the arts? Is there a budget to support the arts in your schools as well as appropriate space and equipment? Are all the art forms taught (music, visual arts, dance, drama, poetry, film, etc.)?

6. Ask your local arts council and community-based arts organizations to speak to your PTA leaders about the importance of the arts in children's education and to share the latest cognitive research. Invite local business leaders to attend. Organize a small group--just 2 or 3--to speak to your superintendent of schools or testify at your board of education meetings about the need for standards-based arts education for all children.

7. Volunteer to work on an arts project in your child's school, like helping to organize an arts day, assembling an arts and writing journal of students' work, or making arts-related field trips a richer experience by including pre-or post-event discussions or projects.

In the community

8. Take your children to the arts events in your community. Many are free and the quality is excellent. Look for community festivals of Shakespeare, music, or other visual and performing arts. Attend your local high school's theater productions. Introduce your children to the arts through art camps, classes, and music lessons. You will find excellent instruction in after-school programs or at mini-camps during school-breaks. Consider extracurricular arts classes in music, dance, drama, or the visual arts. Check out youth orchestras, choral groups,

community bands, and theater groups to give your children an opportunity to work with professional artists.

9. Encourage your local arts council and cultural institutions to celebrate October as National Arts and Humanities Month. Encourage your local newspapers and TV and radio stations to help promote National Arts and Humanities Month in your community by running public service ads supporting the arts. Draw attention to the month and the importance of arts and culture in building a community and developing the next generation of citizens.

10. Attend the budget night in your town, city, or county. These leaders decide how your local dollars are spent and what kind of community you will have. Tell your leaders that public funding for the arts is key to keeping them available to every child. Take your children with you.

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[Back](#) | [Next](#)

THE BLUE MOON

KAC HOME

PUBLICATIONS

VOL. 11 NO. 5

SEPTEMBER/OCTOBER 2004

In This Issue

[Arts Council Partners with Louisville Library](#)

■ [On the National Front](#)

- [Election Advocacy](#)
- [Arts and Humanities Month](#)
- [Yolantha Harrison-Pace](#)
- [Americans for the Arts Leads Celebration](#)

■ [Arts Council News](#)

- [Marketing Across Agencies](#)
- [Performing Arts Directory](#)
- [Poet Laureate Nominations](#)
- [Circuit Rider Changes](#)
- [Grants Awarded](#)

■ [Craft Marketing News](#)

- [Jury Results](#)
- [Product Development News](#)
- [Market Advisory Recommendations](#)

■ [Arts in Education](#)



Latinos from Shelbyville demonstrate Holy Week alfombras at the 2003 Kentucky Folklife Festival.



Latino Folklife Featured at Shelbyville Heritage Day on September 25

As part of Kentucky Arts Council Folk Arts Project grant, Centro Latino in Shelbyville will document and present local Latino artists at Shelbyville Heritage Day in downtown Shelbyville on Saturday, September 25.

This event began as Latino health fair about seven years ago, hosted by churches and organizations in Shelbyville. Over the years it has grown more inclusive and celebratory. The Heritage Day now includes other diverse cultures in Shelbyville, such as Japanese and German Americans. The event still hosts health information booths, but also includes entertaining music, dance,

- [Professional Development](#)
- [Artists Residencies Available](#)
- [KAAE Update](#)
- [Tips for Parents](#)

■ [Focus on Folklife](#)

- [Latin Folklife](#)
- [Community Scholars](#)
- [SAF Appointment](#)

■ [Resources and Reports](#)

- [NEA Surveys Reading](#)
- [Latinos and Latinas in the South](#)
- [SAF Grant Opportunites](#)

■ [START News Update](#)

■ [Message From the Director](#)

■ [Quotable Quote](#)

■ [Hot Dates](#)



The Blue Moon is published bi-monthly by the Kentucky Arts Council, a state agency in the Commerce Cabinet. Please send

and food.

The Folk Arts Project grant supports the documentation and presentation of artists from Shelbyville's Latino community. Artists at the event will represent the great diversity within the Latino community, including a Mexican pinata maker, Guatemalan and Mexican cooks, and various other demonstrators of material culture. Other folk artists performing at the event are a Cuban music trio, a Mexican band and mariachi singer, and a young Latino dance group.

The Kentucky Folklife Program is training Centro Latino Director Adam Ruiz and Al Dia Newspaper Editor Jose Neil Donis as Community Scholars. This training will allow them to document, present, and build appreciation for the flourishing Latino communities in the Shelbyville area.

The Southern Arts Federation's report *Latinos and Latinas in the South* was a timely resource, offering many ideas, information, and strategies that will strengthen this project. Please see the review of the report in this issue of the [Blue Moon](#) for more information.

Kentucky Community Scholars Honored at the Kentucky History Center



Community Scholars graduates from the SEKTDA program. L. to R. Front Row: Natasha Morgan, Martha Quigley, Theresa

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[For other Kentucky Government sites visit:](#)



Osborne, Vicki CheekBond, Sharmin Chapman-Crane, Pam Oldfield Meade. Back Row: Tony Morgan, Barbara Church, Martha Risner, Alice Jane (AJ) Hall, Judy Lewis, Jenny Browning, Suzanne Lambert, Van Back (SEKTDA), Bob Gates (KY Folklife Program).

The Kentucky Folklife Program's Community Scholars training program tours the commonwealth, training community experts on how to document local traditions and art forms, which make up an area's unique folklife. With the success and growing momentum of this program, the opportunity arose to honor the achievements of those who completed their training.

On Friday, July 30th, all forty-five trained Community Scholars were invited to a certification ceremony at the Kentucky History Center. Bob Gates, Director of the Kentucky Folklife Program, welcomed the group and introduced them to one another. Some participants displayed exhibits that resulted in their work, and discussed how they have successfully used their training to enhance local festivals and educational programs.

The Kentucky Historical Society and the Kentucky Arts Council, both parent agencies of the Folklife Program and part of the Commerce Cabinet, were present to welcome Community Scholars. Kentucky Historical Society Director Kent Whitworth and Kentucky Arts Council Director Gerri Combs were both deeply impressed by Community Scholars' achievements thus far, and urged them to continue their important work.

Community Scholars received certificates then met more resources and sponsors, including Arts Kentucky, the Kentucky Heritage Council and the Southern and Eastern Kentucky Tourism Development Association (SEKTDA).

SEKTDA is a non-profit organization created in 1987 as part of Congressman Hal Roger's "Company's Coming" initiative. Its mission is to promote, expand, develop and market the existing and potential tourism industry throughout Southern and Eastern Kentucky in an effort to contribute to the economic and cultural growth of the region. SEKTDA provides technical assistance and coordination of regional project development efforts and facility improvements through nine corridor teams with representatives from counties, cities, tourism organizations, historical societies

and local businesses. Two corridor teams - Country Music Highway Corridor and Elk Country Corridor - decided to invest in developing the skills of local people as community scholars to identify, document, interpret and present the folklife traditions and history of their corridors.

Over the last 4 years, training programs were held all over Eastern and Northern Kentucky in six areas, including Estill County, Paintsville, Hazard, and Covington. Course instructors, which include community scholars and folklorists, teach the skills of a folklorist: researching, interviewing, archiving, and presenting folk culture within local communities. Numerous projects and exhibits have resulted, all of which help to educate the public and celebrate a community's distinct folk culture.

In the future, the Folklife Program with the support of the Kentucky Arts Council and the Kentucky Historical Society, will continue providing these training programs, including western areas of Kentucky. A statewide network of Community Scholars will ensure a more thorough documentation of folklife, and a greater appreciation of communities in Kentucky.

Other partners who contributed to the Community Scholars programs are Arts KY, Covington Community Center, Jackson County Development Association, Estill County Arts, Appalachian Heritage Highways, and Hazard Community College.

Bob Gates Appointed to Southern Arts Federation Traditional Arts Advisory Committee

Kentucky Folklife Program Director Bob Gates joins Susan Roach, Louisiana Regional Folklife Program and Bob Stone, Outreach Coordinator for the Florida Folklife Program as new members of the Southern Arts Federation Traditional Arts Advisory Committee.

Other members include Linda Caldwell, Tennessee Overhill Heritage Association; Al Head, Executive Director, Alabama State Council on the Arts; Larry Morrissey, Heritage Program Director, Mississippi Arts Commission and Craig Stinson, Folk

and Traditional Arts Program Director, South Carolina Arts
Commission.

[Back](#) | [Next](#)

THE BLUE MOON

KAC HOME

PUBLICATIONS

VOL. 11 NO. 5

SEPTEMBER/OCTOBER 2004

In This Issue

[Arts Council Partners with
Louisville Library](#)

[On the National Front](#)

- [Election Advocacy](#)
- [Arts and Humanities
Month](#)
- [Yolantha Harrison-
Pace](#)
- [Americans for the
Arts Leads
Celebration](#)

[Arts Council News](#)

- [Marketing Across
Agencies](#)
- [Performing Arts
Directory](#)
- [Poet Laureate
Nominations](#)
- [Circuit Rider
Changes](#)
- [Grants Awarded](#)

[Craft Marketing News](#)

- [Jury Results](#)
- [Product
Development News](#)
- [Market Advisory
Recommendations](#)

[Arts in Education](#)

Resources and Reports

National Endowment for the Arts Survey Finds Sharp Decline in Literary Reading

Literary reading is in dramatic decline with fewer than half of American adults now reading literature, according to a recently released National Endowment for the Arts (NEA) survey. [Reading at Risk: A Survey of Literary Reading in America](#) reports drops in all groups studied, with the steepest rate of decline - 28 percent - occurring in the youngest age groups.



"This report documents a national crisis," Gioia said. "Reading develops a capacity for focused attention and imaginative growth that enriches both private and public life. The decline in reading among every segment of the adult population reflects a general collapse in advanced literacy. To lose this human capacity - and all the diverse benefits it fosters - impoverishes both cultural and civic life."

While all demographic groups showed declines in literary reading between 1982 and 2002, the survey shows some are dropping more rapidly than others. The overall rate of decline has accelerated from 5 to 14 percent since 1992.

Reading also affects lifestyle, the study shows. Literary readers are much more likely to be involved in cultural, sports and volunteer activities than are non-readers. For example, literary readers are nearly three times as likely to attend a performing arts event, almost four times as likely to visit an art museum, more than two-and-a-half times as likely to do volunteer or charity work, and over one-and-a-half times as likely to attend or participate in sports activities. People who read more books tend to have the highest level of participation in other activities.

- [Professional Development](#)
- [Artists Residencies Available](#)
- [KAAE Update](#)
- [Tips for Parents](#)

■ [Focus on Folklife](#)

- [Latin Folklife](#)
- [Community Scholars](#)
- [SAF Appointment](#)

■ [Resources and Reports](#)

- [NEA Surveys Reading](#)
- [Latinos and Latinas in the South](#)
- [SAF Grant Opportunites](#)

■ [START News Update](#)

■ [Message From the Director](#)

■ [Quotable Quote](#)

■ [Hot Dates](#)

Reading at Risk presents the results from the literature segment of the Survey of Public Participation in the Arts, conducted by the Census Bureau in 2002 at the NEA's request. The survey asked more than 17,000 adults if - during the previous 12 months - they had read any novels, short stories, poetry or plays in their leisure time, that were not required for work or school. The report extrapolates and interprets data on literary reading and compares them with results from similar surveys carried out in 1982 and 1992.

For more information, please contact the NEA Office of Communications at 202-682-5570.

Latinos and Latinas in the South

The Southern Arts Federation (SAF) contracted folklorist Dr. Norma Cantu to facilitate a series of public meetings to discuss and identify cultural resources and traditional artists in four emerging Latino communities in the region. The need to document and provide assistance to Latino artists and cultural organizations prompted SAF to implement this project. Public meetings were held in Dalton, Georgia; New Orleans, Louisiana; Winter Park, Florida; and Raleigh, North Carolina. Dr. Cantu with the research assistance of Rose Rodriguez Rabin has developed a report that provides an overview of the project, a brief history of the region's Latino communities, analysis of demographics, overviews of meetings and recommendations for services and programming. Funding for this project was supported by an award from the National Endowment for the Arts. Diario las Americas provided Spanish translation. For more information about this report or the traditional arts, contact [Teresa Hollingsworth](mailto:thollingsworth@southarts.org) thollingsworth@southarts.org at (404) 874-7244 ext. 14.

Executive Summary of the Latinos and Latinas in the South Report

[English version of the Executive Summary \(PDF\)](#)

English PDF format

[Full Report-Latinos and Latinas in the South \(PDF\)](#)

Depending on your type of Internet access, these PDF files may take some time to download. Spanish PDF format



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E-mail: kyarts@ky.gov

[Section One, cover - 14 \(PDF\)](#) | [Section Two, page 15 - 28 \(PDF\)](#) | [Section Three, page 29 - 41 \(PDF\)](#)

Southern Arts Federation Grant Opportunities

The Southern Arts Federation offers grants programs for performing arts presenters in member states, which includes



Kentucky. Grant awards require a 1-1 match and can include in-kind contributions up to 20%. The following grants are currently available for the FY2005 year, in underserved areas with preference designated to Kentucky Congressional Districts 3 and 6 due to a lack of federal arts funding previously received in those districts.

[For other Kentucky Government sites visit:](#)



Pennsylvania Artists in the South is a grant subsidy program for performing arts presenters in SAF's nine state region who agree to present selected Pennsylvania artists in their season. The Pennsylvania Council on the Arts and Southern Arts Federation are making \$50,000 available to subsidize the presenting of each of these two artists groups.

Technical Assistance strives to strengthen Southern non-profit presenting organizations by providing opportunities for contracting with outside consultants. Applications are due 60 days prior to the project start date. The maximum award is 50% of the consultant fee, up to \$2,500.

The Southern Fast Track Touring program offers organizations the opportunity to receive fee support to present performing artists from outside their states. Aimed at smaller presenters, this program seeks to establish an active arts environment in underserved communities. Applications are due 60 days prior to the project start date. The maximum award is 50% of the artist fee, up to \$2,500.

Meet the Composer/South continues to educate Southern communities about the art of composing. By providing presenters with financial assistance to sponsor a composer, this program encourages structured interaction between composer and audience. Applications are due 60 days prior to the project start date. The maximum award is 50% of the artist fee, up to

\$1,000.

All [grant information and applications](#) are available online or in alternate formats upon request. For assistance, contact [Nikki Tucker](#), Grants Manager at (404) 874-7244 ext. 16

[Back](#) | [Next](#)

THE BLUE MOON

KAC HOME

PUBLICATIONS

VOL. 11 NO. 5

SEPTEMBER/OCTOBER 2004

In This Issue

[Arts Council Partners with
Louisville Library](#)

■ [On the National Front](#)

- [Election Advocacy](#)
- [Arts and Humanities
Month](#)
- [Yolantha Harrison-
Pace](#)
- [Americans for the
Arts Leads
Celebration](#)

■ [Arts Council News](#)

- [Marketing Across
Agencies](#)
- [Performing Arts
Directory](#)
- [Poet Laureate
Nominations](#)
- [Circuit Rider
Changes](#)
- [Grants Awarded](#)

■ [Craft Marketing News](#)

- [Jury Results](#)
- [Product
Development News](#)
- [Market Advisory
Recommendations](#)

■ [Arts in Education](#)



What Public Value Do the Arts Provide?

By Ed Lawrence

Arts leaders from across Kentucky were shocked to hear the message that arts organizations and institutions receive public funding commensurate with the public's perception of the value they provide. Silence pervaded the Kentucky Arts Council's convening that July 8th morning at the Kentucky Center in Louisville. The symposium, "Revealing the Public Value of the Arts" was not just another arts meeting, it was a wake-up call.

Arts Council Executive Director Gerri Combs gently awoke the audience by reviewing the history of the Arts Council, the National Endowment for the Arts and the funding trends that can be traced to the beginnings of public funding of the arts circa 1965. She also shared the expectations that were behind the dollars from public funders. In the beginning artistic quality was most of what mattered. Then organizational strength began to play an important role in providing efficient arts delivery. Now, "participation" completes the third side of the funding criteria triangle.

Increased participation in the arts is at the core of the mission of the Kentucky Arts Council and the basis for the Arts Council's past three years of work with the Wallace Foundation on the START (State Arts Partnership for Cultural Participation) Initiative. Based on national research and analysis conducted by RAND, a non profit institution that helps improve policy and decision making, Kentucky and twelve other state arts agencies

- [Professional Development](#)
- [Artists Residencies Available](#)
- [KAAE Update](#)
- [Tips for Parents](#)

■ [Focus on Folklife](#)

- [Latin Folklife](#)
- [Community Scholars](#)
- [SAF Appointment](#)

■ [Resources and Reports](#)

- [NEA Surveys Reading](#)
- [Latinos and Latinas in the South](#)
- [SAF Grant Opportunities](#)

■ [START News Update](#)

■ [Message From the Director](#)

■ [Quotable Quote](#)

■ [Hot Dates](#)

selected by the Wallace Foundation have been making great strides in increasing participation. In the course of removing real and perceived barriers to experiences in the arts, a closer examination of the public value of the arts became tantamount to increased participation.

The statement regarding the relationship of public funding to public value was brought to the symposium by Jerry Yoshitomi, one of the nation's leading facilitators in the dialogue of participation in the arts and public value of the arts. The message is based on the work of Professor Mark H. Moore, Kennedy School of Government at Harvard University whose research, observations and teachings examine "public value" and how public sector executives can improve the performance of public enterprises.



Jerry Yoshitomi

Yoshitomi sounded the alarm as a means to get arts administrators and artists to begin thinking about how to collect evidence of the value they provide in the eyes of the public. He posed the question, "What personal, social, relational or public value do you provide?"

The Speed Art Museum's Manager of Public Relations Penny Peavler responded by giving an example of the kind of evidence they had gathered soon after opening Art Sparks Interactive Gallery. The Museum wanted to learn more about visitor experiences and worked with the Institute for Learning Innovation, a well-established museum evaluation firm, to measure the impact of the interactive experience on families and to develop a new way to articulate the value of the visitor experience to funders.

Using a measurement device called Personal Meaning Map, they asked families and children to make drawings of what they expected to see and do before entering the gallery. Exiting families were asked to review their pre-visit "map" and then make changes or additions based on their experience. A six year-old girl did the two drawings shown here before and after



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E-mail: kyarts@ky.gov

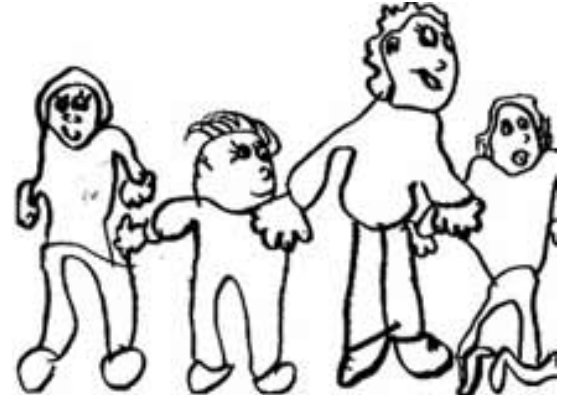
[For other Kentucky Government sites visit:](#)



her visit. In her pre-visit drawing, she illustrated a scary monster, which evaluators find as a common device for children to depict the unknown. Her post-visit drawing shows the girl and her family holding hands walking through the gallery. She commented in her post interview, "My favorite part of visiting was being together with my family." This cut right at the heart of revealing the public value. What was meaningful to the participant was the social time spent with her family, not necessarily the art that got them there in the first place.



Pre-visit drawing by six-year-old child.



Post-visit drawing by same six-year old child.

From that starting point, the nearly 100 attendees broke into smaller groups to share examples and ideas for collecting evidence of value that the public can support.

For example, Owensboro's RiverPark Center produces a series of free summer concerts called *Friday After Five*, providing quality music for the community and attracting potential ticket holders to the Center. That, however might not be what the public holds as valuable. The public value might lie in the opportunity to socialize with people they don't often see in the course of their daily routine. Scheduled immediately after the workday, *Friday After Fives* give business people and professionals a chance to network and perhaps even explore job opportunities. Restaurants and shops that choose to stay open late get the extra sales from people staying in town for the evening. Those were the kind of ideas that Roxi Witt, General Manager of the RiverPark Center was able to take home with her.

"I don't think we're asking organizations to change what they do as much as we are asking them to look at what they do through a different lens," says Lori Meadows, START Initiative Director for the Kentucky Arts Council. "We've made great progress in Kentucky in building arts participation. Now, the challenge is to explore how the arts are valuable to the public and demonstrate how we are meeting those needs."

"It introduced me to a different philosophy for fund raising. This approach seems to be much smarter. The arts are a tough sell and the symposium gave us tools to make the case," said Elizabeth James Lovins, Development Director for Blue Apple Players, a theatre company for young people and families based in Louisville. "We're going to start gathering testimonials about the experiences that have changed peoples lives as a result of our work and we want our board to revisit why they became involved with Blue Apple. We can see that there is great communication power in passionate stories. We will continue to use statistics to show that we are good stewards of the funds we receive but not at the expense of the personal stories. We will use them together to reinforce the value of our work and to remind us of what is good about what we do."

"As an arts programming administrator," says Cay Lane of the Montgomery County Arts Council, "I find that I have become so engrossed in the details of putting together the logistics of a program that many times I forget to consider how an arts experience is actually going to affect the audience. The one detail that's often missed is how we can make a program special for those participating. What can we do to make the experience a memorable one? So, my personal goal is to place myself in the shoes of the individuals participating and take time to understand how the experience will engage them, make them feel. The arts, at some point, were a special experience for me. It 'hooked' me and I now plan make a personal commitment to take the time and effort to make the arts a special engaging experience for others."

Judi Jennings, Director of the Kentucky Foundation for Women, a private foundation that funds feminist artists and art projects said, "That day nearly caused a mid-life crisis for me. I realized that we in the art community have only been talking to ourselves for all these years. It really isn't apparent to everyone, the value

of what we do."

[Back](#) | [Next](#)

THE BLUE MOON

KAC HOME

PUBLICATIONS

VOL. 11 NO. 5

SEPTEMBER/OCTOBER 2004

In This Issue

[Arts Council Partners with
Louisville Library](#)

■ [On the National Front](#)

- [Election Advocacy](#)
- [Arts and Humanities
Month](#)
- [Yolantha Harrison-
Pace](#)
- [Americans for the
Arts Leads
Celebration](#)

■ [Arts Council News](#)

- [Marketing Across
Agencies](#)
- [Performing Arts
Directory](#)
- [Poet Laureate
Nominations](#)
- [Circuit Rider
Changes](#)
- [Grants Awarded](#)

■ [Craft Marketing News](#)

- [Jury Results](#)
- [Product
Development News](#)
- [Market Advisory
Recommendations](#)

■ [Arts in Education](#)

Message from the Director



Last July, the Kentucky Arts Council hosted a seminar called ***Revealing the Public Value of the Arts in Kentucky***. This was Part II of our work with the Wallace Foundation's START Initiative directed toward the goal of increasing cultural participation. Part I was launched three years ago when we began a journey to acquaint our arts organizations with new research in the area of increasing

participation, and to provide for them a new framework or model that would enable organizations to set new strategies for increasing audiences, donors, and volunteers. Knowing that our arts groups were (and still are) challenged by shrinking budgets due to increased costs and disappearing sources of contributed income, this work seemed very timely.

Through research and training by Mark Moore of the Hauser Center at Harvard over the past year, we have begun to understand that a very important and integral step toward increasing participation is being able to clearly understand and articulate the public benefits of the arts. We know that the arts provide significant, personally meaningful opportunities and activities to people throughout the Commonwealth. In turn, our communities are enhanced by the arts that contribute to economic development, lifelong educational opportunities, and serve as a means for understanding and interpreting our heritage and surroundings.

The connection between the arts and these positive results, however, is not always well documented or communicated. Not only is this public value work vital to building participation in the arts, it is vital in building public support and in turn public funding for the arts.

- [Professional Development](#)
- [Artists Residencies Available](#)
- [KAAE Update](#)
- [Tips for Parents](#)

■ [Focus on Folklife](#)

- [Latin Folklife](#)
- [Community Scholars](#)
- [SAF Appointment](#)

■ [Resources and Reports](#)

- [NEA Surveys Reading](#)
- [Latinos and Latinas in the South](#)
- [SAF Grant Opportunites](#)

■ [START News Update](#)

■ [Message From the Director](#)

■ [Quotable Quote](#)

■ [Hot Dates](#)

If we take a look at the history public funding for the art over the past forty years, both in Kentucky and nationally, we can track its evolution and see some reasons for the changes as we plan for the future. In 1965 The National Endowment for the Arts (NEA) was created to support and encourage arts and cultural activities throughout the nation, not just within major cities or on the coasts. In an effort to provide the arts to all people, enabling legislation provided partnerships between the federal government and the states to achieve broad-based political support for public funding of the arts and ensure access to quality arts experiences for all Americans. In the same year, Kentucky and other states began forming state arts agencies to work in partnership with the NEA. Ours was the Kentucky Arts Commission (the predecessor to the Kentucky Arts Council) with the legislated purpose to "develop and promote a broadly conceived state policy of support for the arts in Kentucky."

In 1967, the NEA awarded the first grants to state arts agencies including the Kentucky Arts Commission. In that same year, the commission received \$100,000 in funding from the state legislature tying with Michigan and Minnesota for national third place. During the 1970s, in Kentucky and throughout the nation there was tremendous growth of the arts on every level. The main role of the commission at that time was to help groups become more sustainable; providing tools, information and technical assistance

Kentucky was the first state in the country to develop the Challenge Grant in 1975, a state-funded incentive program designed to encourage greater private sector funding for the arts. The first round of funding enabled arts organizations to receive a 25% match on eligible funds raised. Although we have many other grant categories that fund arts organizations and activities in a wide geographic range across Kentucky, the FY05 Challenge Grant was only able to fund a little over 6% of eligible income.

Over the course of the years, Kentucky's state arts agency has been twice abolished and resurrected or reorganized within state government at least four times. Most recently, Kentucky's lagging economy forced budget reductions of approximately 15% between FY2002 and FY2005. As the funding has changed, we have continually assessed, researched, planned



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E-mail: kyarts@ky.gov

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and adapted to make the right changes necessary for our constantly evolving environment. We use our knowledge of where we have been and the lessons we have learned from the past as we work toward the future.

Due to the latest reorganization within state government, the Kentucky Arts Council is once again an agency in the Commerce Cabinet. This provides us with the opportunity to develop new initiatives, form new partnerships and learn new strategies.

The ways we work in the future will be different to keep pace with a constantly changing world, but the intent of our work need not change. We'll continue to create and present the arts with the same dedication and enthusiasm we have always had. The change will come as we learn to reveal the public value that already exists within each of our organizations and communities, and determine the best way to tell our stories. As we move into the future, I ask you to join the Kentucky Arts Council in leading the way to ensure the people of Kentucky see value in the arts and have opportunities to participate in the arts.

Gerri Combs

[Back](#) | [Next](#)

THE BLUE MOON

KAC HOME

PUBLICATIONS

VOL. 11 NO. 5

SEPTEMBER/OCTOBER 2004

In This Issue

[Arts Council Partners with
Louisville Library](#)

[On the National Front](#)

- [Election Advocacy](#)
- [Arts and Humanities
Month](#)
- [Yolantha Harrison-
Pace](#)
- [Americans for the
Arts Leads
Celebration](#)

[Arts Council News](#)

- [Marketing Across
Agencies](#)
- [Performing Arts
Directory](#)
- [Poet Laureate
Nominations](#)
- [Circuit Rider
Changes](#)
- [Grants Awarded](#)

[Craft Marketing News](#)

- [Jury Results](#)
- [Product
Development News](#)
- [Market Advisory
Recommendations](#)

[Arts in Education](#)

Quotable Quote

"One ought, every day at least, to hear a little song, read a good poem, see a fine picture, and, if it were possible, speak a few reasonable words."

-- Johann Wolfgang von Goethe (1749-1832)

[Back](#) | [Next](#)

- [Professional Development](#)
- [Artists Residencies Available](#)
- [KAAE Update](#)
- [Tips for Parents](#)

■ [Focus on Folklife](#)

- [Latin Folklife](#)
- [Community Scholars](#)
- [SAF Appointment](#)

■ [Resources and Reports](#)

- [NEA Surveys Reading](#)
- [Latinos and Latinas in the South](#)
- [SAF Grant Opportunites](#)

■ [START News Update](#)

■ [Message From the Director](#)

■ [Quotable Quote](#)

■ [Hot Dates](#)



The Blue Moon is published bi-monthly by the Kentucky Arts Council, a state agency in the Commerce Cabinet. Please send

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502-564-3757 x 4803, toll free 1-888-
833-2787 x 4803.
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Government sites visit:](#)

